



# Media Advisory

CALIFORNIA DEPARTMENT OF HEALTH SERVICES

**NUMBER:**  
**FOR RELEASE:**  
<http://www.dhs.ca.gov>

03-39  
IMMEDIATE

**DATE:** May 21, 2003  
**CONTACT:** Ken August  
or Lea Brooks  
(916) 657-3064

## **STATE HEALTH OFFICIALS LAUNCH NEW BREAST CANCER CAMPAIGN TO PROMOTE FREE BREAST CANCER SCREENINGS FOR LOW-INCOME AND UNINSURED WOMEN**

**WHAT:** The California Department of Health Services (CDHS) will launch its new breast cancer awareness television public service announcements (PSAs) created and directed by actress/director/choreographer Debbie Allen and starring Phylicia Rashad (Claire Huxtable on *The Cosby Show*), and Spanish-Language announcements also directed by Allen featuring renowned physician and health advocate Dr. Aliza Lifshitz.

**WHEN:** Thursday, May 22, 10-10:30 a.m.  
Press Conference & PSA Screening

**WHERE:** Academy of Television Arts & Sciences  
Conference Center  
5220 Lankershim Blvd. (corner of Magnolia)  
North Hollywood, CA 91601  
(Validated parking available in Academy lot)

**WHO:** California Health and Human Services Secretary Grantland Johnson  
State Health Director Diana M. Bontá, R.N., Dr.P.H.  
California Broadcasters Association President Stan Statham  
Academy of Television Arts & Sciences (ATAS) Chairman and CEO Bryce Zabel  
ATAS Cares Chairperson and breast cancer survivor Mary Rose  
Debbie Allen  
Phylicia Rashad  
Dr. Aliza Lifshitz

Titled "Disappearing Act," the PSAs are part of CDHS' *Every Woman Counts* campaign to promote breast cancer awareness and the availability of free screening services for low-income, uninsured women. The PSAs urge women 40 and older to get screened every year for breast cancer because early detection and prompt treatment save lives. The PSAs will begin airing statewide on June 1 through a partnership with the California Broadcasters Association and its member stations. Tapes and DVDs of the PSAs will be available at the event.